1. What’s the biggest challenge your customers are asking you to tackle today?
A lot of our prospects are dealing with analytical challenges in their laboratories when using different instrumentations. These challenges can be the amount of time needed to do sample preparation, sample pretreatment, complying with different regulations (especially for manufacturers), obtaining detailed information about the composition of different samples, being able to perform contamination analysis, quality assurance and control testing, etc.

2. What trends are pushing your company to innovate?
One of our driving force to innovation is solving the current analytical challenges.

3. How will the supply chain for tire manufacturing differ in five years from what it is today?
There are more regulations today that manufacturers need to comply. Also, cost and time efficiency in the manufacturing process are two critical factors that tire manufacturers are constantly trying to improve using new technology and analytical instrumentations for their product formulation, quality control, and quality assurance.

4. When it comes to the future of the tire industry, what opportunities are you most excited to embrace?
Increase awareness on our technology and instrumentation that enhance efficiency and effectiveness of analytical testing in tire manufacturing industry.